

FIG. 1

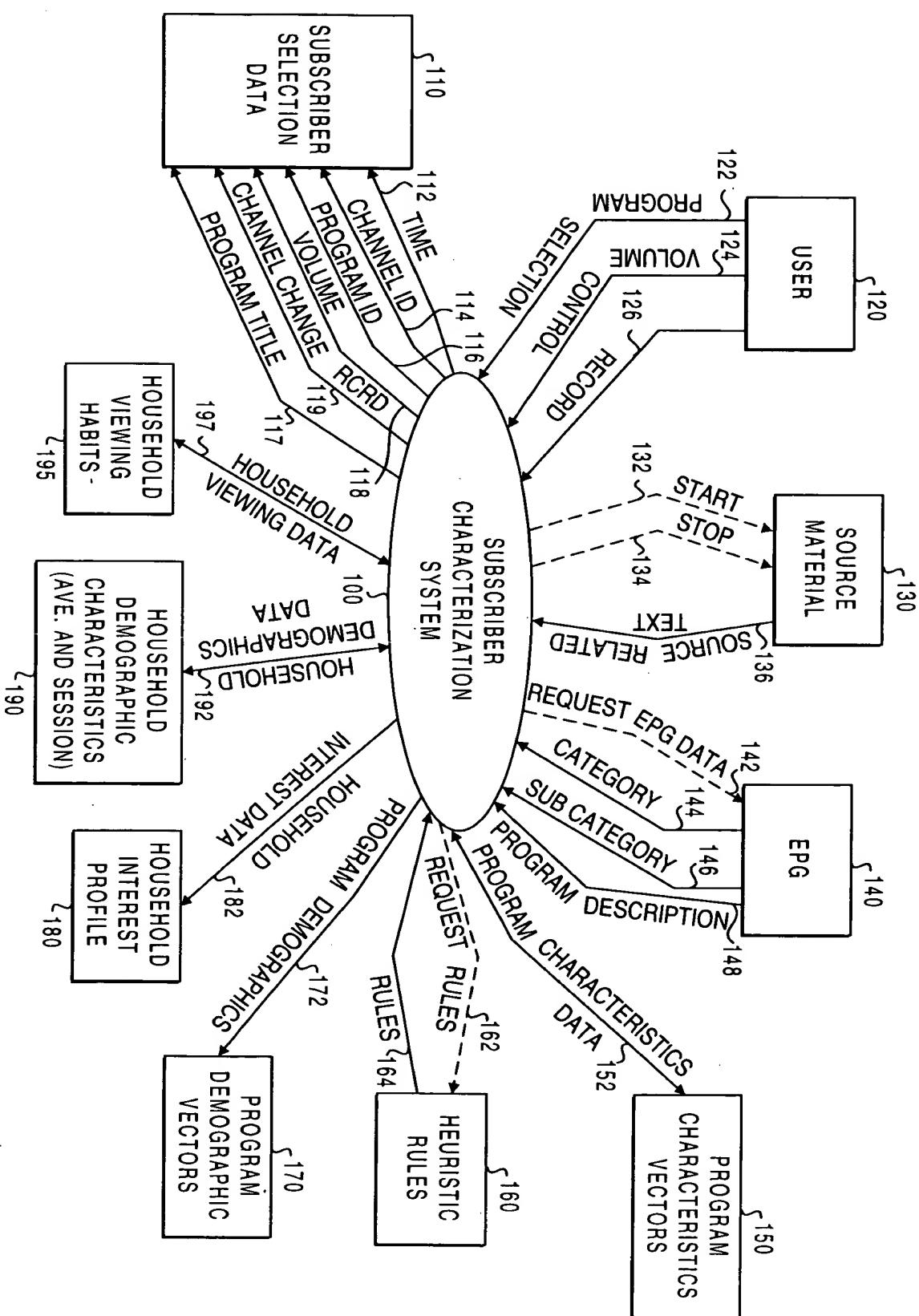


FIG. 2

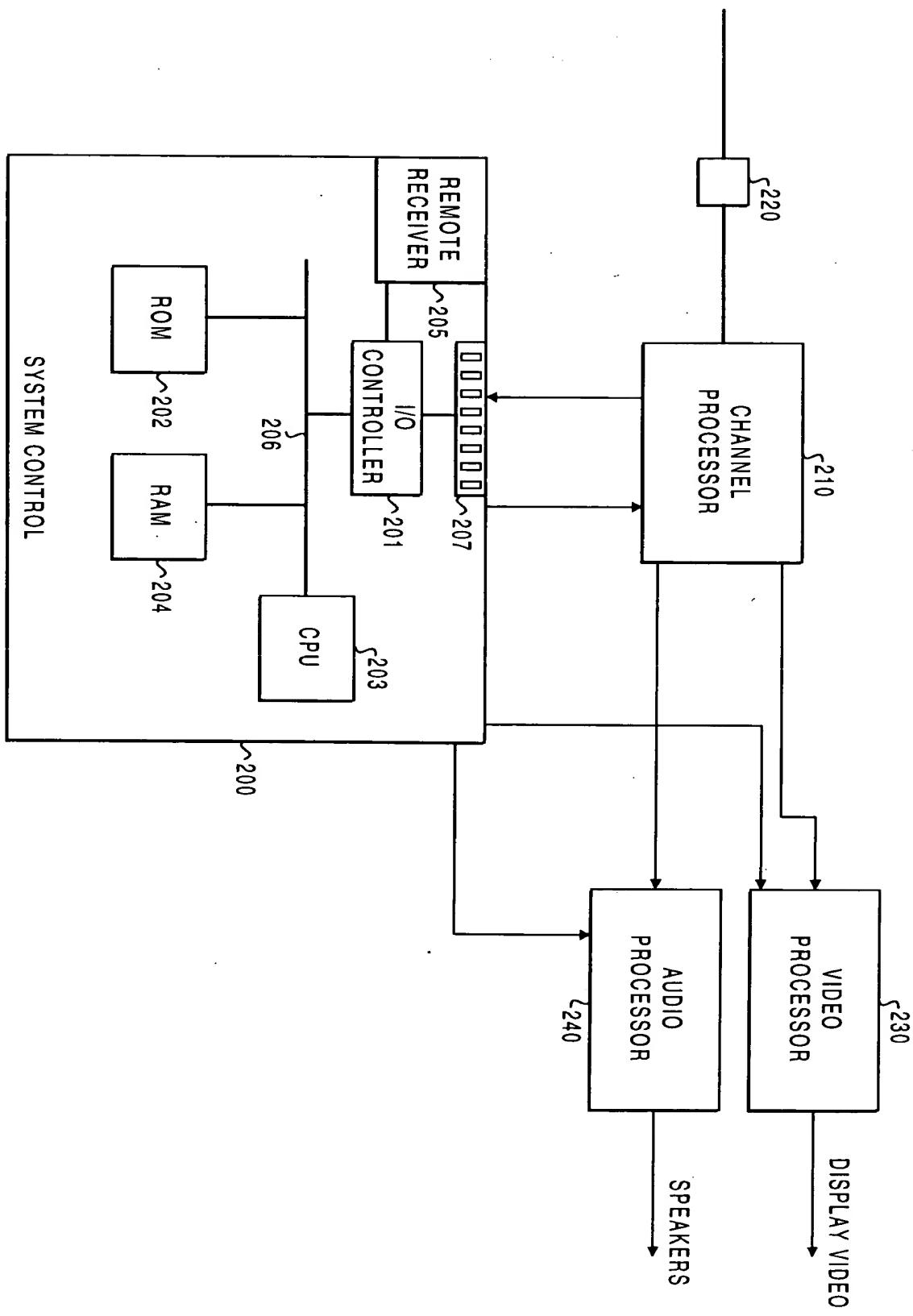


FIG. 3

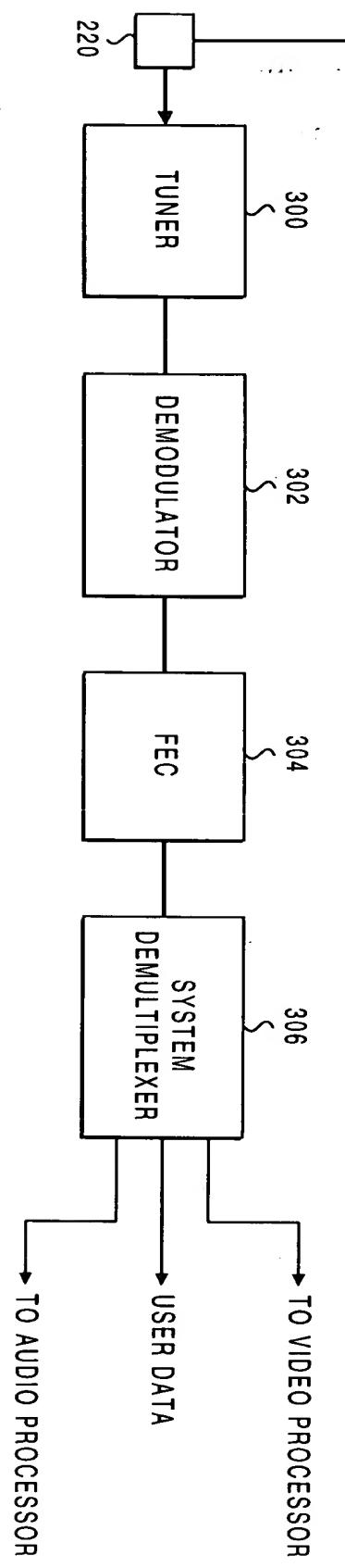


FIG. 4

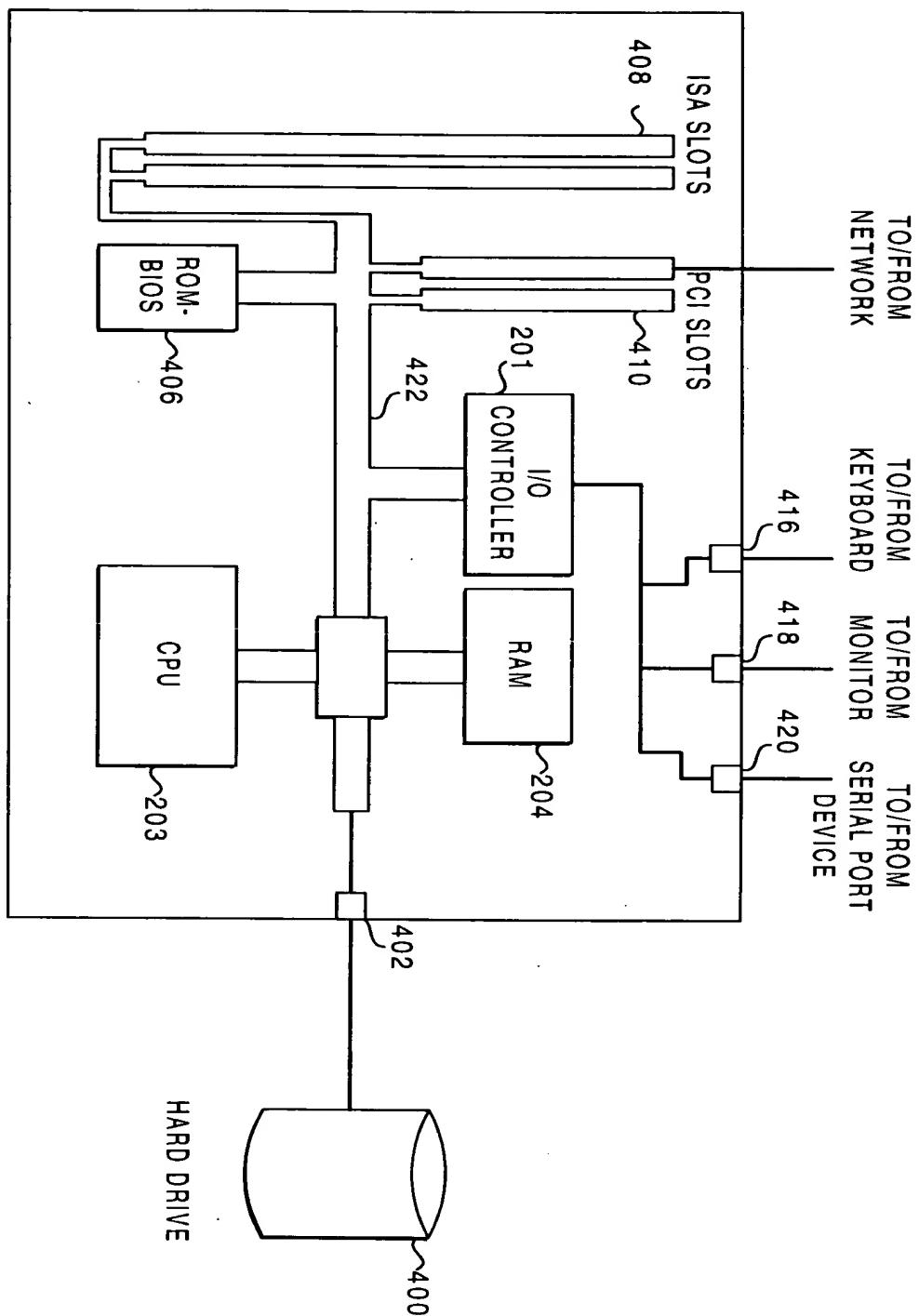


FIG. 5

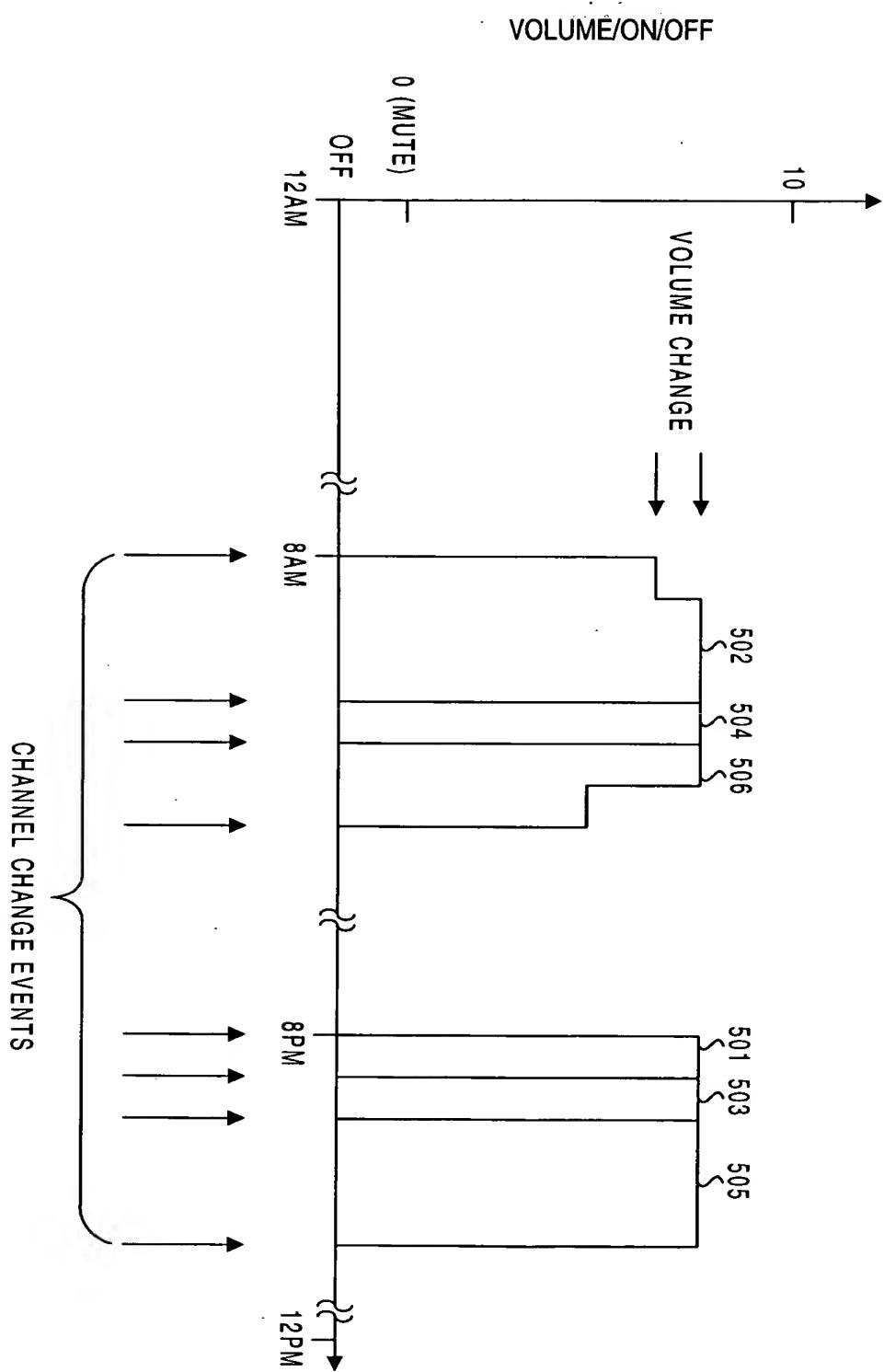


FIG. 6

TIME	CHANNEL ID	PROGRAM TITLE	VOLUME
08:01:25AM	06	"MORNING TV"	5/10
08:01:45AM	13	"GOOD MORNING AMERICA"	5/10
08:03:25AM	13	"GOOD MORNING AMERICA"	6/10
06:11:25PM	09	"SEINFELD"	5/10
06:15:23PM	09	"ADVERTISING"	5/10
06:17:25PM	09	"SEINFELD"	5/10
06:28:10PM	09	"ADVERTISING"	5/10
06:30:07PM	52	"LIVING SINGLE"	5/10

FIG. 7

TIME OF DAY	MINUTES WATCHED	CHANNEL CHANGES	AVERAGE VOLUME
MORNING (6AM-9AM)	61	2	5/10
MID-DAY (9AM-3PM)	0	0	-
AFTERNOON (3PM-6PM)	0	0	-
NIGHT (6PM-10PM)	122	4	6/10
LATE NIGHT (12AM-6AM)	0	0	-
TOTAL	183	6	5.7/10

FIG. 8A

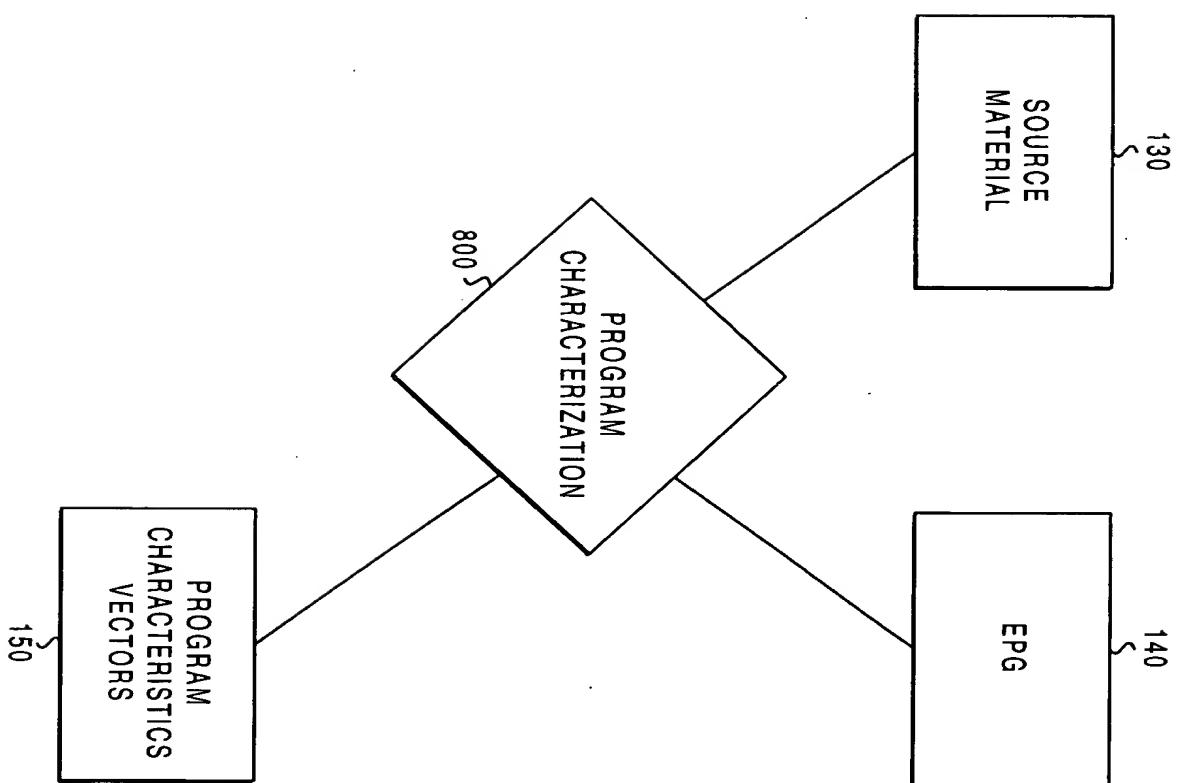


FIG. 8B

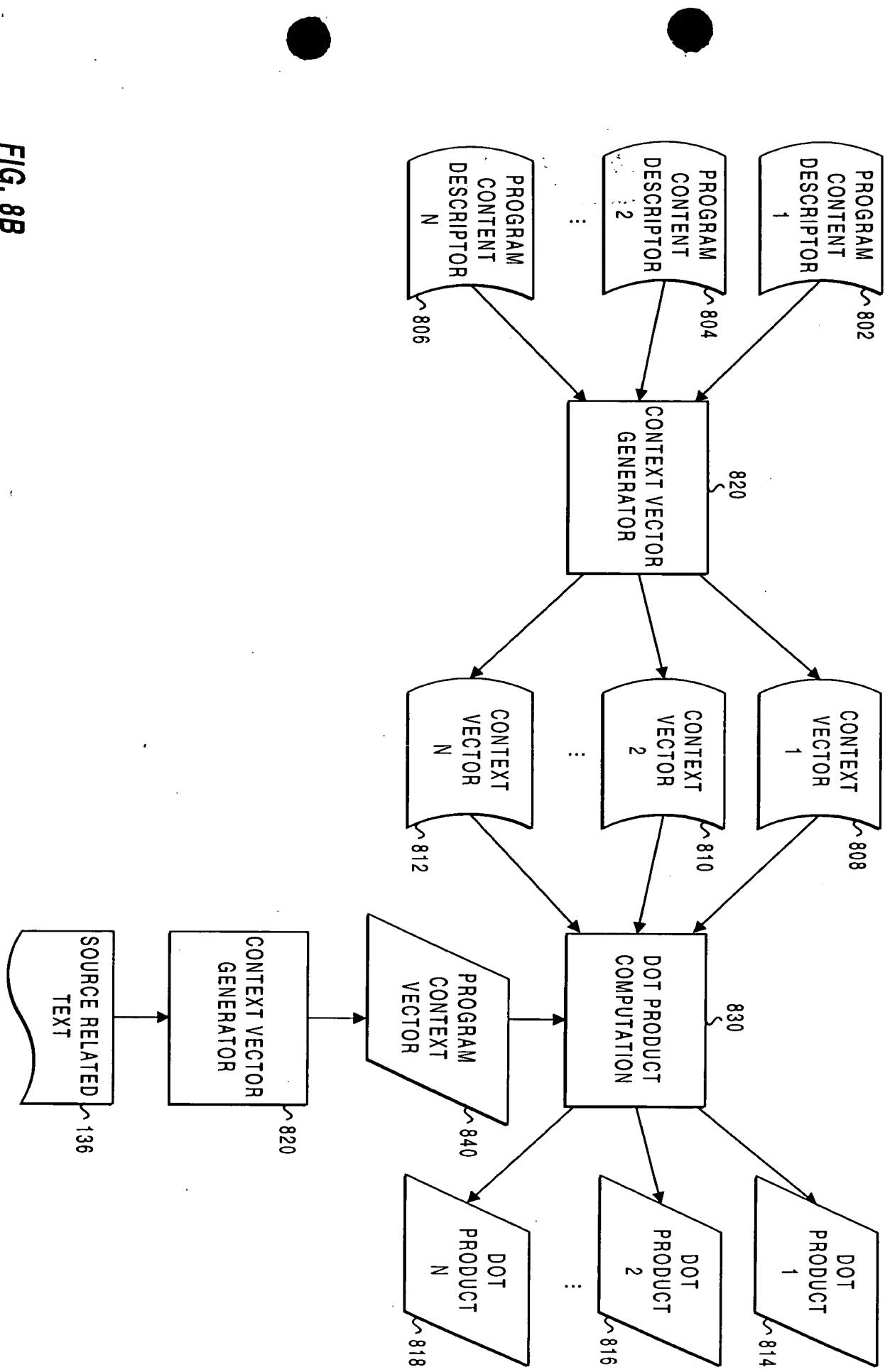


FIG. 9C

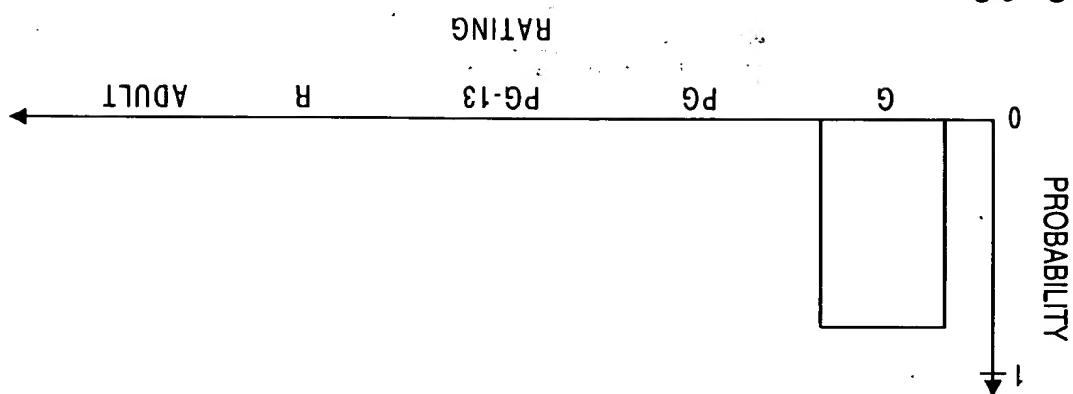


FIG. 9B

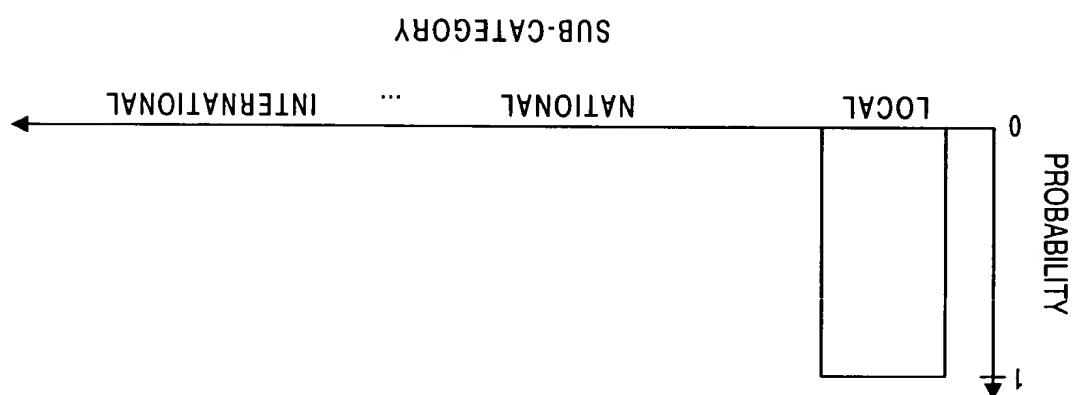
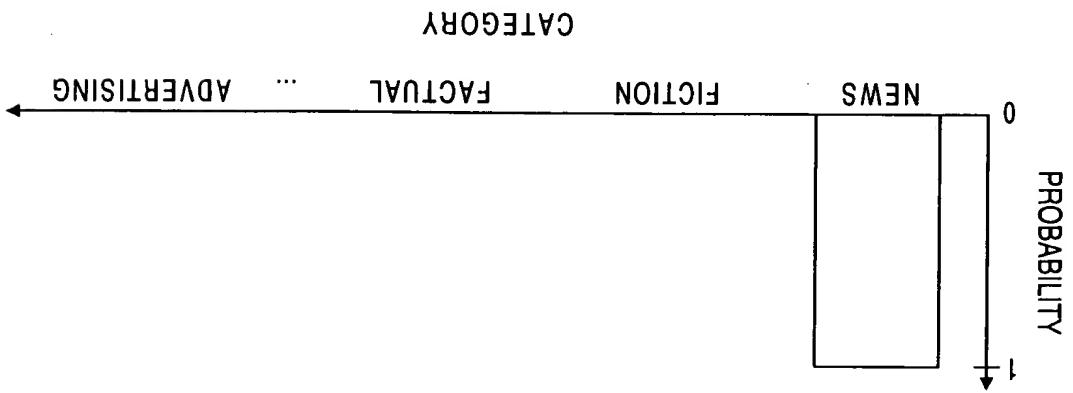


FIG. 9A



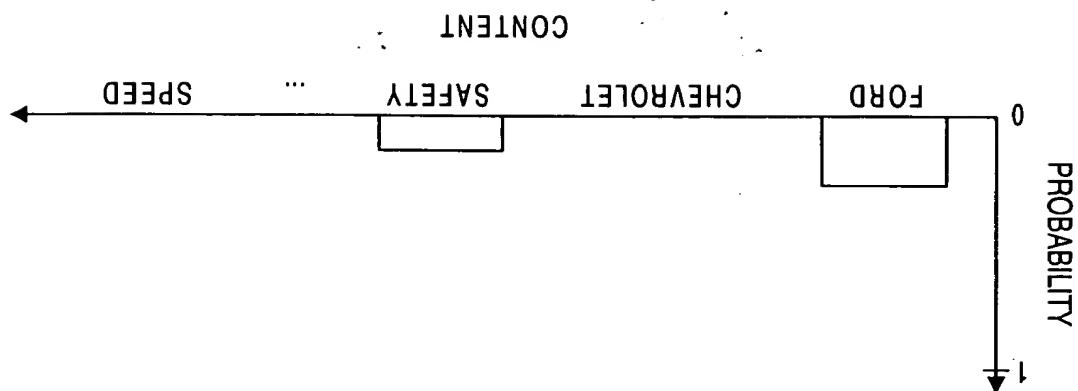
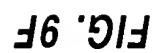


FIG. 9E

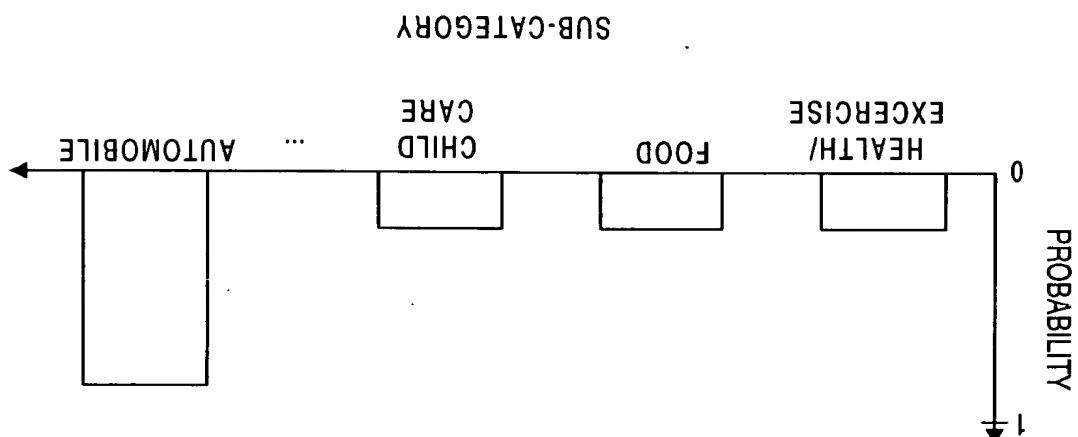


FIG. 9D

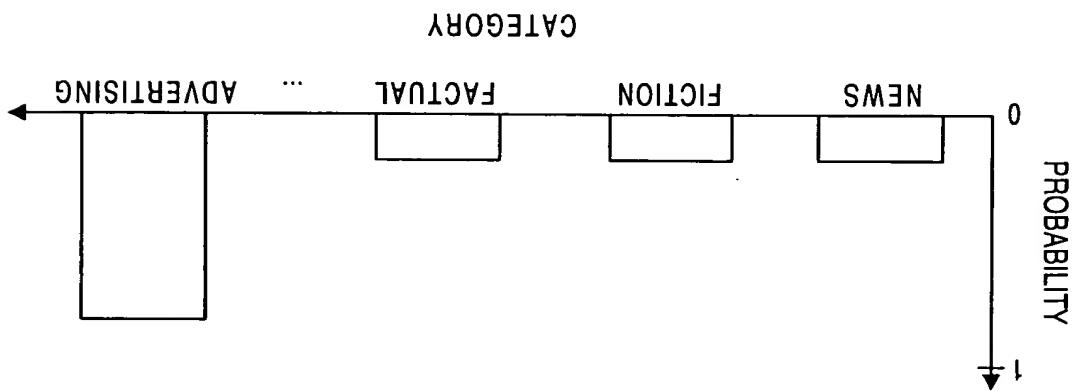


FIG. 10A

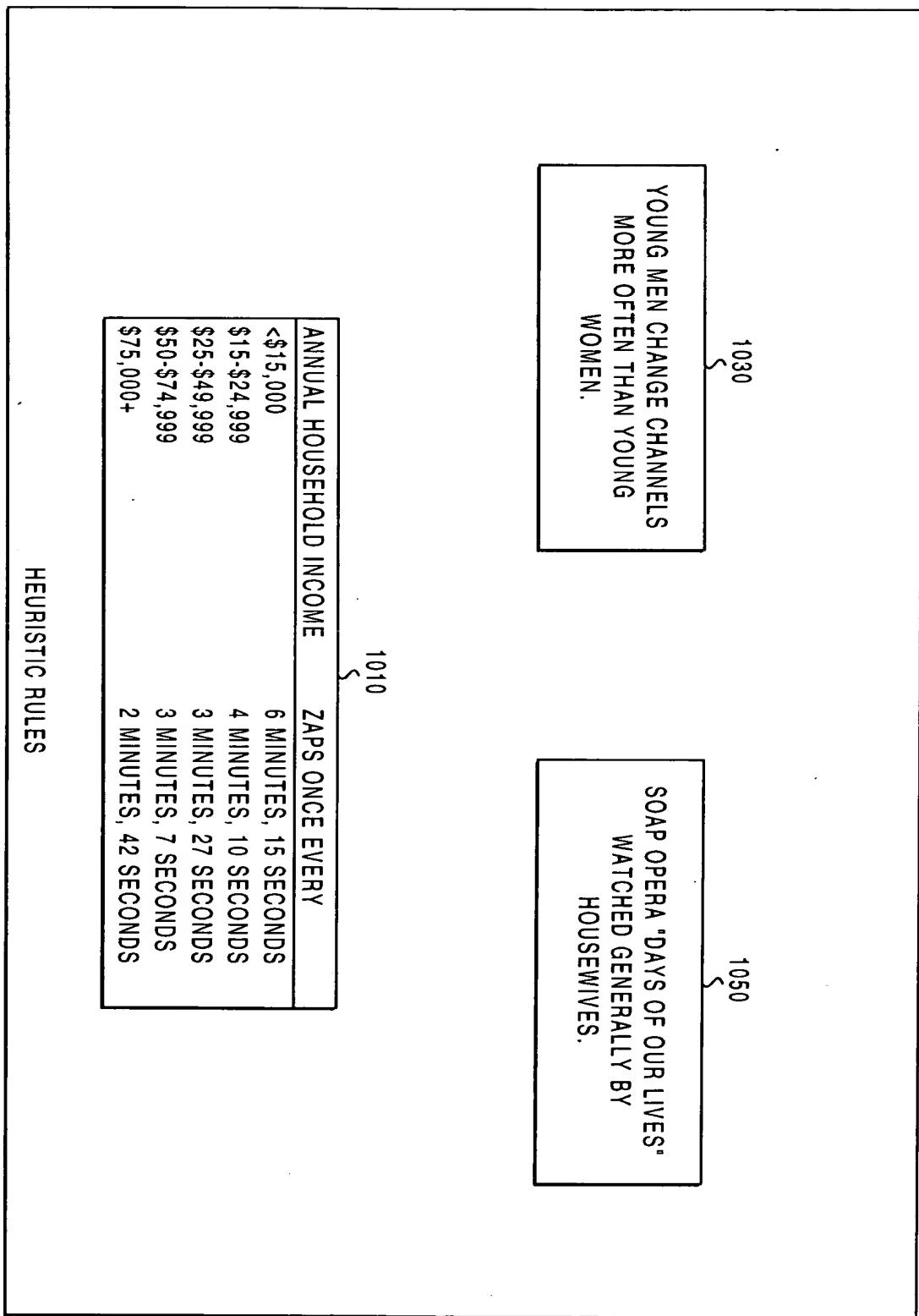


FIG. 10B

DEMOGRAPHIC GROUPS														
CATEGORIES	AGE			INCOME			SIZE		GENDER					
	0-10	10-18	...	>70	0-20K	20-50K	...	50-100K	1	2	...	>5	M	F
NEWS	0.1	0.1		0.4	0.2	0.3		0.4	0.5	0.3		0.1	0.3	0.7
FICTION	0.5	0.3		0.2	0.4	0.2		0.3	0.3	0.2		0.1	0.8	0.2
FACTUAL	0.2	0.2		0.3	0.1	0.4		0.2	0.2	0.2		0.4	0.4	0.6
ADVERTISING	0.1	0.3		0.5	0.3	0.2		0.1	0.2	0.1		0.3	0.5	0.5

FIG. 11

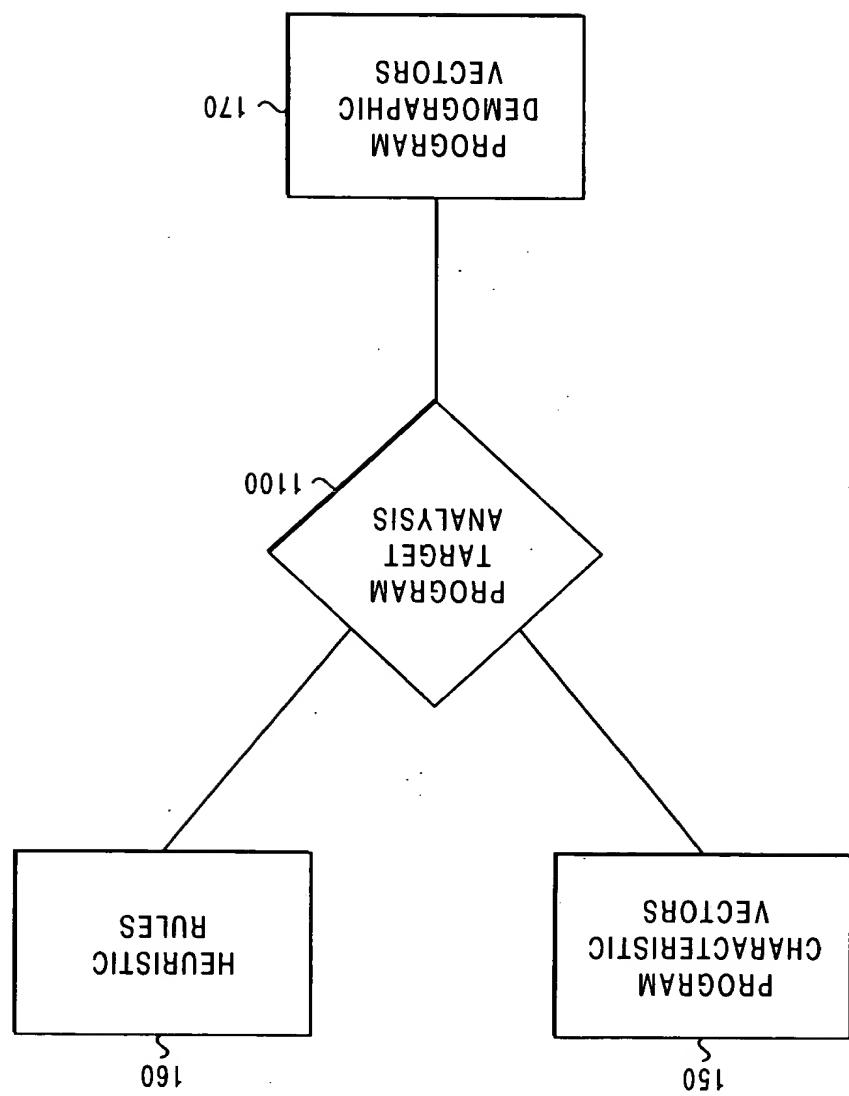


FIG. 12

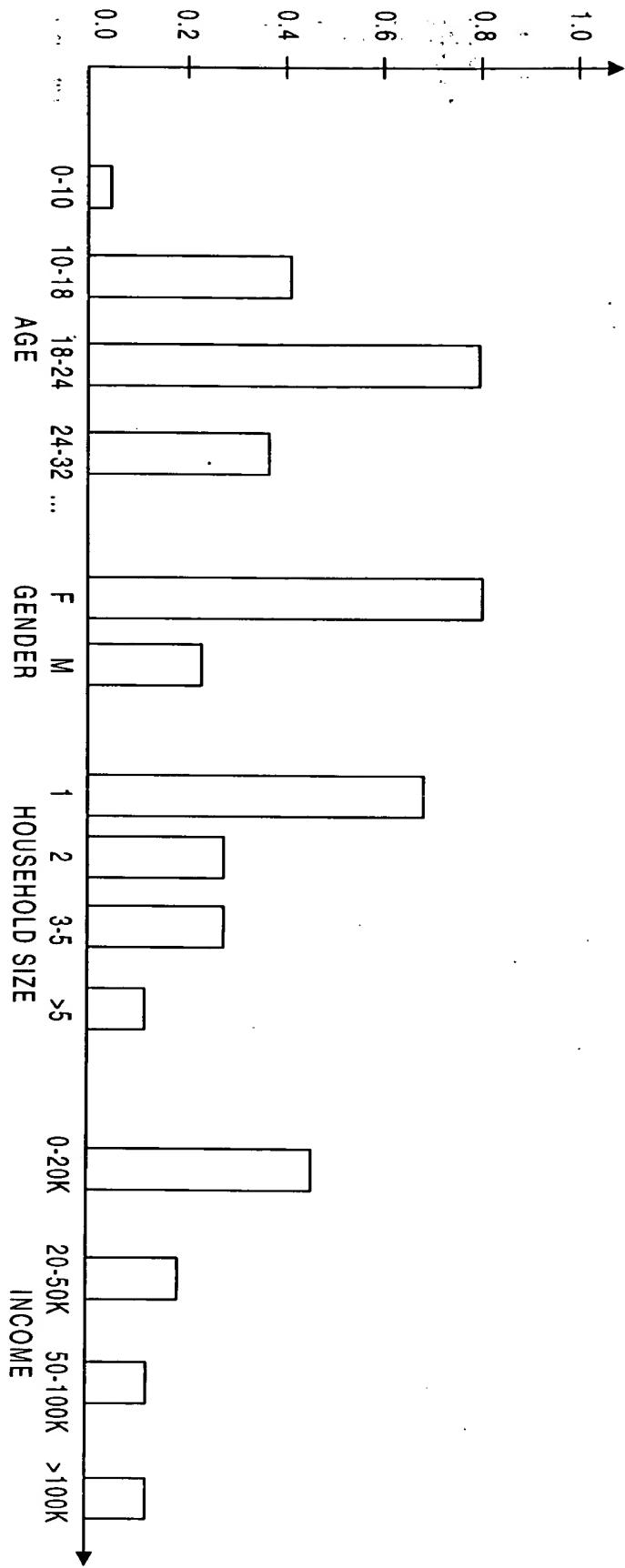


FIG. 13

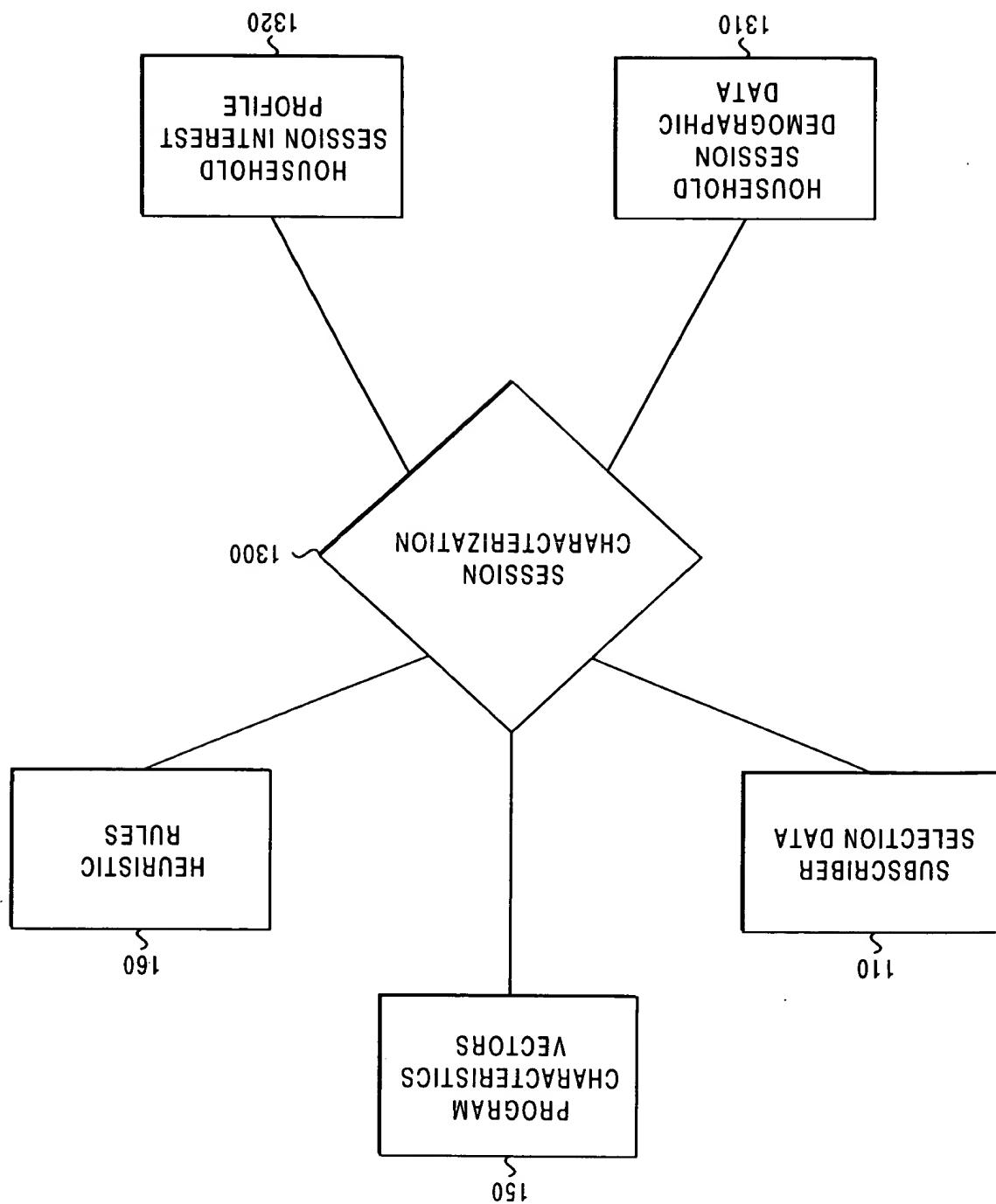
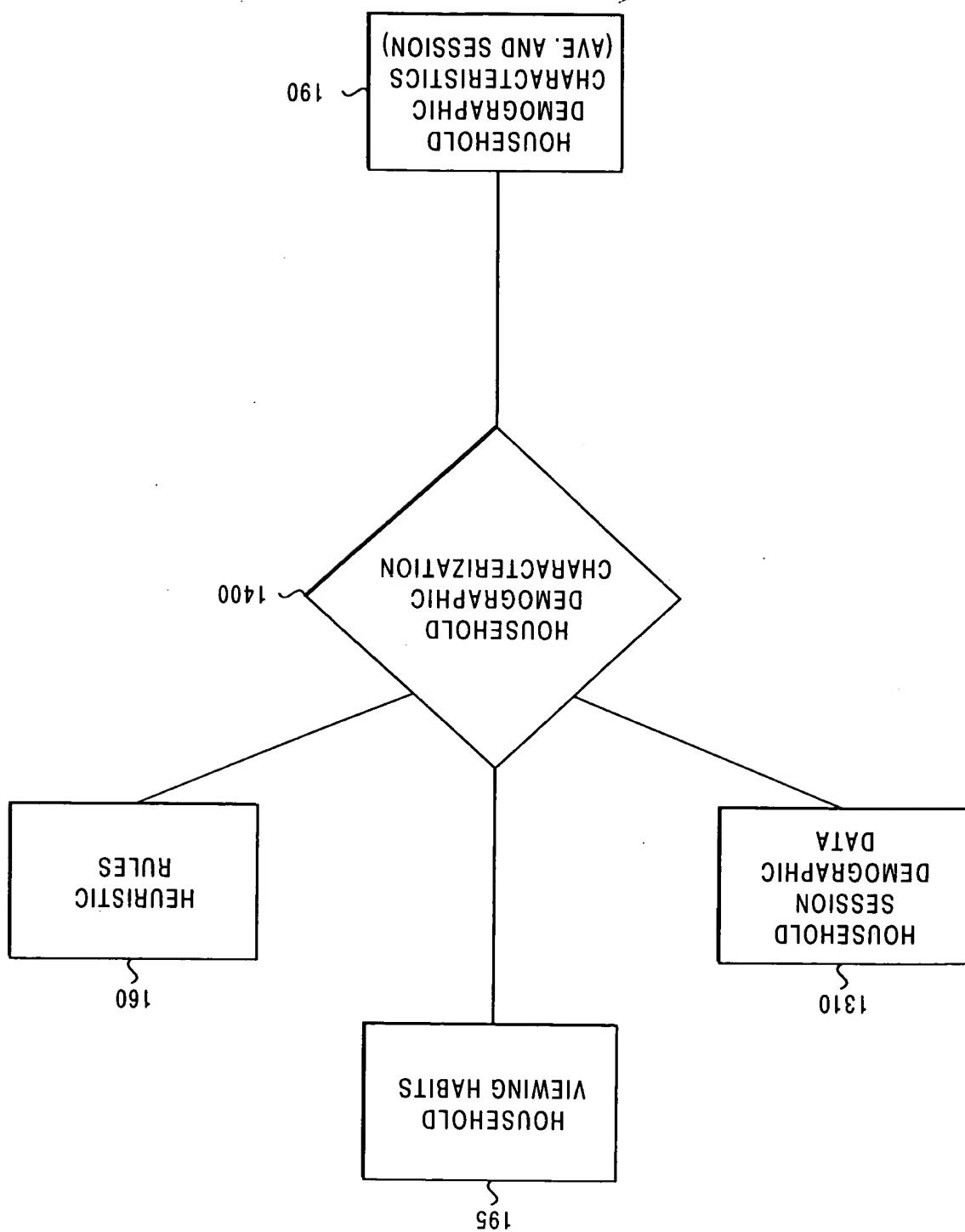


FIG. 14



HOUSEHOLD PARAMETER	AVERAGE	SESSION VALUE	VALUE	UPDATE?
SIZE	2.6	3.0	YES	
AGE	23.5	12	YES	
SEX (FEMALE=1)	0.6	0.7	YES	
INCOME (\$0-\$20K)	0.1	0.1	YES	
INCOME (\$20-\$50K)	0.7	0.7	YES	
INCOME (\$50-\$100K)	0.6	0.6	YES	
INCOME (>\$100K)	0.2	0.1	YES	
ZIP CODE	0.1	0.1	YES	
TELEPHONE NUMBER	NO	NO	NO	

1501

1503

1505

1507

FIG. 16

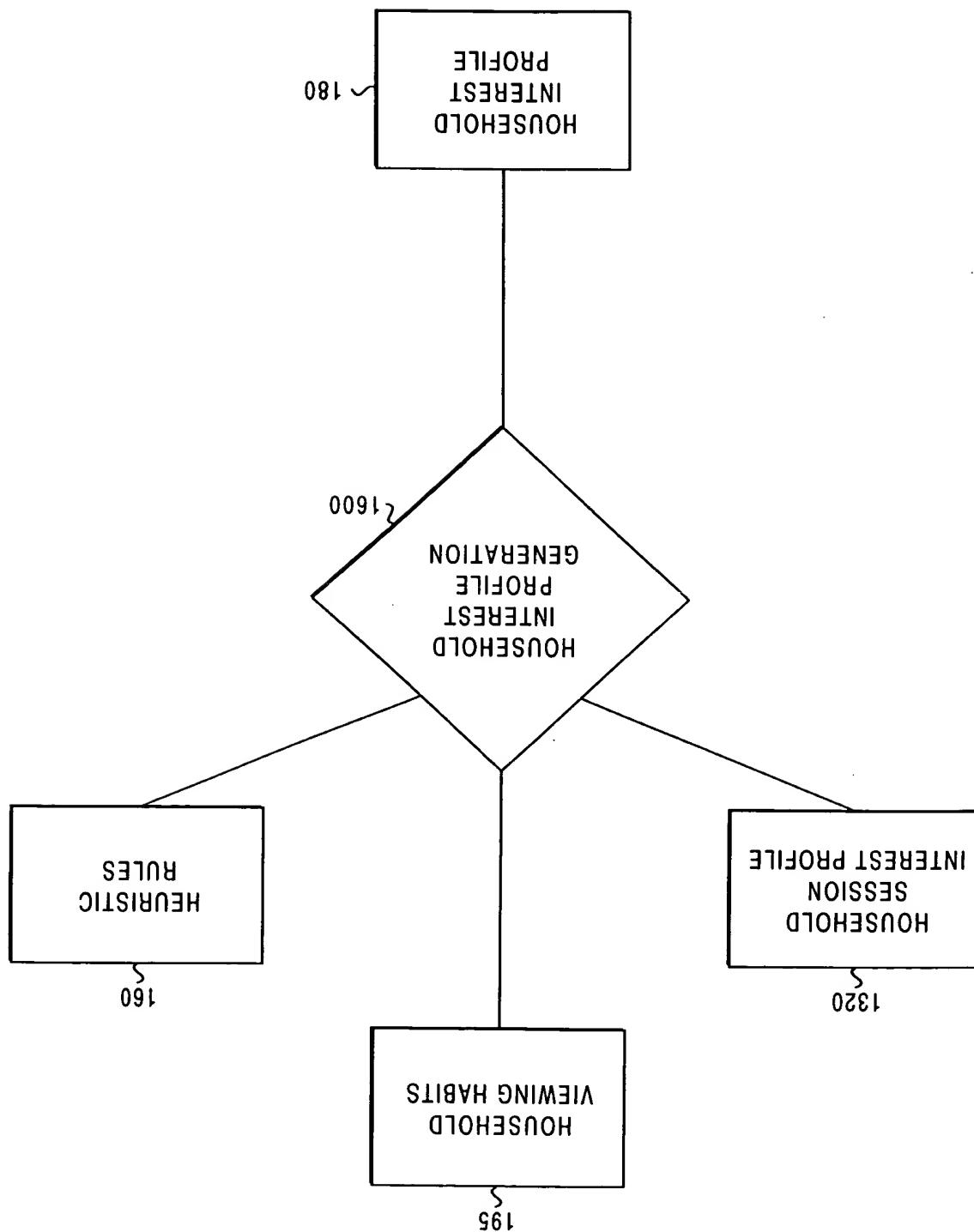


FIG. 17

PRODUCTS	1707	1709	1701
AUTOMOBILE	0.2	0.05	SESSION VALUE
TOYS	0.1	0.30	INTEREST VALUE
CHILD RELATED	0.1	0.25	AVERAGE SESSION VALUE
FOOD	0.4	0.20	HOUSEHOLD
HEALTH/EXERCISE	0.2	0.1	1703
SPORTS	0	0.6	1705
SITCOM	0.30	0.1	1709
ACTION	0.25	0.1	1709
ROMANCE	0.20	0.1	1701
DRAMA	0.20	0.1	1701
SPORTS	0.05	0.20	1709
HEALTH/EXERCISE	0.2	0.6	1707
TOYS	0.1	0.3	1707
CHILD RELATED	0.1	0.4	1707
FOOD	0.4	0.2	1707
AUTOMOBILE	0.2	0.1	1707

FIG. 18

